

Amendments to the Claims

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims:

1. (Currently Amended) A method of generating information including targeted ads, the method comprising:

receiving, by at least one processor, a first syndicated content information item [[of]] for a syndicated feed channel, in a syndicated format, the first syndicated content information item including a first title, a first link, and a first description, the channel including a channel title, a channel link, and a channel description;

receiving, by at least one processor, a first targeted ad item [[in]] for the syndicated feed channel format, the first targeted ad item including a first targeted ad title, a first targeted ad link, and a first targeted ad description;

storing, on a computer storage medium, device, the first syndicated content information item and the first targeted ad item;

inserting, by at least one processor, the first targeted ad item adjacent to the first syndicated content information item in the syndicated feed channel in the syndicated format, the first targeted ad item being inserted in response to a request for the syndicated feed channel; and

forwarding providing, by at least one processor and in response to a request for the syndicated feed channel, the syndicated feed channel including the first syndicated content information item and the first targeted ad item.

2. (Currently Amended) The method of claim 1, wherein the syndicated feed channel format is configured to provides a list of at least one item having a title, a link, and a description corresponding to a channel.

3. (Cancelled)

4. (Currently Amended) The method of claim 2, wherein said syndicated feed channel format is an XML compliant format feed.

5. (Currently Amended) The method of claim 2, wherein said syndicated format feed channel is an RSS feed.

6. (Currently Amended) The method of claim 2, wherein said syndicated format feed channel is an Atom feed.

7-10. (Cancelled)

11. (Currently Amended) The method of claim 1, further comprising:
receiving keyword information, the keyword information including at least one keyword;
selecting a first targeted ad from among a plurality of ads based on the at least one keyword; and

generating the first targeted ad item [[in]] for the syndicated feed channel format-based on the first targeted ad.

12. (Previously Presented) The method of claim 11, wherein receiving the keyword information comprises receiving a user request including the at least one keyword.

13. (Currently Amended) The method of claim 11, wherein the first syndicated content information item includes the at least one keyword.

14-16. (Cancelled)

17. (Currently Amended) The method of claim 1, wherein the first targeted ad item includes a content targeted ad that is selected using content included in the received first syndicated content information item.

18. (Currently Amended) The method of claim 17, wherein content used to select the first targeted ad includes at least one of the first title, the first link, and the first description included in the received first syndicated content information item.

19. (Currently Amended) The method of claim 1, further comprising:
receiving ~~at least some~~ user profile information for use in selecting a first targeted ad from a plurality of ads.

20. (Cancelled)

21. (Previously Presented) The method of claim 1, further comprising:
receiving geographic location information for use in selecting a first targeted ad from a plurality of ads.

22. (Currently Amended) The method of claim 21, wherein the first targeted ad is selected based on a geographic location to which the channel is forwarded provided.

23. (Currently Amended) The method of claim 1, further comprising:
receiving a first targeted ad selected based on content included in the first syndicated content information item;

generating the first targeted ad item in the syndicated format for the syndicated feed channel based on the first targeted ad;

receiving a second syndicated content information item [[of]]for the syndicated feed channel, in the syndicated format, the second syndicated content information item including a second title, a second link, and a second description, the second syndicated content information item being different from the first syndicated content information item;

receiving a second targeted ad selected based on content included in the second syndicated content information item, the second targeted ad being different from the first targeted ad;

generating a second targeted ad item [[in]] for the syndicated feed channel format-based on the second targeted ad, the second targeted ad item including a second targeted ad title, a second targeted ad link, and a second targeted ad description; and

inserting the second targeted ad item adjacent to the second syndicated content information item in the syndicated feed channel in the syndicated format, wherein forwarding providing the channel comprises forwarding providing the syndicated feed channel including the first syndicated content information item, the second syndicated content information item, the first targeted ad item, and the second targeted ad item.

24. (Currently Amended) The method of claim 23, wherein the first description of the first syndicated content information item is used to select the first targeted ad.

25. (Currently Amended) The method of claim 23, wherein the first link of the first information syndicated content item is used to select the first targeted ad.

26-34. (Cancelled)

35. (Currently Amended) The method of claim 1, wherein the first targeted ad item includes content that is more recent than content included in the first syndicated content information item.

36. (Currently Amended) The method of claim 1, wherein the first targeted ad item has a more recent edit date than the first syndicated content information item.

37. (Currently Amended) The method of claim 1, wherein the first targeted ad item has a more recent change date than the first syndicated content information item.

38-41. (Cancelled)

42. (Currently Amended) The method of claim 1, further comprising:
selecting a first targeted ad based on at least one keyword included in a user request, a user profile information, [[and]] or geographic location information.

43-55. (Cancelled)

56. (Currently Amended) The method of claim 1, further comprising:

identifying the first syndicated content information item [[in]]~~for the syndicated feed channel.~~

57. (Currently Amended) The method of claim 1, wherein inserting the first targeted ad item adjacent to the first syndicated content information item comprises inserting the first targeted ad item immediately following the first syndicated content information item.

58. (Currently Amended) The method of claim 1, wherein inserting the first targeted ad item adjacent to the first syndicated content information item comprises inserting the first targeted ad item immediately preceding the first syndicated content information item.

59. (Currently Amended) The method of claim 23, wherein inserting the second targeted ad item adjacent to the second syndicated content information item comprises inserting the second targeted ad item immediately following the second syndicated content information item.

60. (Currently Amended) The method of claim 23, wherein inserting the second targeted ad item adjacent to the second syndicated content information item comprises inserting the second targeted ad item immediately preceding the second syndicated content information item.

61. (Currently Amended) The method of claim 1, further comprising:
receiving a second syndicated content information item [[in]]~~for the syndicated feed channel, format,~~ the second syndicated content information item including a second title, a

second link, and a second description, the second syndicated content information item being different from the first syndicated content information item, wherein

inserting the first targeted ad item adjacent to the first syndicated content information item comprises inserting the first targeted ad item immediately following the first syndicated content information item and immediately preceding the second syndicated content information item in the channel.

62. (Currently Amended) The method of claim 1, wherein:

receiving the first syndicated content information item ~~in the syndicated format~~ comprises receiving the first syndicated content information item ~~in the syndicated format~~ from a syndicated content provider system;

receiving the first targeted ad item ~~in the syndicated format~~ comprises receiving the first targeted ad item ~~in the syndicated format~~ from a targeted ad server, the targeted ad server being different from the syndicated content provider system;

storing the first syndicated content information item and the first targeted ad item comprises storing the first syndicated content information item and the first targeted ad item on a storage device of a syndicated information/ad mixer, the syndicated information/ad mixer being different from the syndicated content provider system and the targeted ad server; and

inserting the first targeted ad item adjacent to the first syndicated content information item comprises inserting the first targeted ad item adjacent to the first syndicated content information item at the syndicated information/ad mixer.

63. (Currently Amended) The method of claim 1, further comprising:

receiving a first targeted ad; and
generating the first targeted ad item [[in]]for the syndicated feed channel format-based on the first targeted ad.

64. (Currently Amended) The method of claim 63, wherein:

receiving the first targeted ad comprises receiving the first targeted ad from a targeted ad server; and

generating the first targeted ad item in the syndicated format comprises generating the first targeted ad item in the syndicated format at a syndicated information/ad mixer, the syndicated information/ad mixer being different from the targeted ad server.

65. (Currently Amended) A method of generating information including targeted ads, the method comprising:

receiving, by at least one processor, a user request, the user request including at least one keyword;

receiving, by at least one processor and in response to the at least one keyword, first information;

generating, by at least one processor and based on the first information, a first syndicated content information item [[in]]for a syndicated feed channel, format, the first syndicated content information item being generated to includeing a first title, a first link, and a first description;

receiving, by at least one processor and in response to the at least one keyword, a first targeted ad;

generating, by at least one processor and based on the first targeted ad, a first targeted ad item [[in]]for the syndicated feed channel, format, the first targeted ad item being generated to includeing a targeted ad title, a targeted ad link, and a targeted ad description;

storing, on a computer storage medium, device, the first syndicated content information item and the first targeted ad item;

inserting, by at least one processor, the first targeted ad item adjacent to the first syndicated content information item to generate a syndicated feed channel, including the first information item and the first targeted ad item in the syndicated format, the syndicated feed channel including a channel title, a channel link, and a channel description; and

forwarding providing the syndicated feed channel including the first syndicated content information item and the first targeted ad item.

66. (Previously Presented) The method of claim 65, wherein:

receiving the first information comprises receiving first information including the at least one keyword; and

receiving the first targeted ad comprises receiving a first targeted ad including the at least one keyword.

67. (Currently Amended) The method of claim 65, wherein:

receiving the user request comprises receiving the user request from a user system;

receiving the first information comprises receiving the first information from a search/content server, the search/content server being different from the user system;

generating the first syndicated content information item ~~in the syndicated format~~
comprises generating the first syndicated content information item ~~in the syndicated format~~ at a
syndicated information/ad mixer, the syndicated information/ad mixer being different from the
user system and the search/content server;

receiving the first targeted ad comprises receiving the first targeted ad from a targeted ad
server, the targeted ad server being different from the user system, the search/content server, and
the syndicated information/ad mixer;

generating the first targeted ad item ~~in the syndicated format~~ comprises generating the
first targeted ad item ~~in the syndicated format~~ at the syndicated information/ad mixer system; and

inserting the first targeted ad item adjacent to the first syndicated content information
item comprises inserting the first targeted ad item adjacent to the first syndicated content
information item at the syndicated information/ad mixer.

68. (Currently Amended) The method of claim 65, wherein the syndicated feed
channel format is one of an RSS feed and an Atom feed.

69. (Currently Amended) The method of claim 65, wherein the syndicated feed
channel format is configured to lists at least one item having a title, a link, and a description
corresponding to a channel.

70. (Currently Amended) The method of claim 65, wherein inserting the first targeted
ad item adjacent to the first syndicated content information item comprises inserting the first
targeted ad item immediately following the first syndicated content information item.

71. (Currently Amended) The method of claim 65, wherein inserting the first targeted ad item adjacent to the first syndicated content information item comprises inserting the first targeted ad item immediately preceding the first syndicated content information item.

72. (Currently Amended) A system for generating information including targeted ads comprising; the system comprising one or more processors connected to one or more storage devices, the system being configured to:

at least one database storing receive-a first syndicated content information item [[of]]for a syndicated feed channel, in a syndicated format; the first syndicated content information item including a first title, a first link, and a first description, the channel including a channel title, a channel link, and a channel description; and

at least one processor coupled to the at least one database, the at least one processor being configured to;

receive the first syndicated content information item and a first targeted ad item [[in]]for the syndicated feed channel, format; the first targeted ad item including a first targeted ad title, a first targeted ad link, and a first targeted ad description;

store, on a computer one or more storage devices, medium, the first syndicated content information item and the first targeted ad item;

insert the first targeted ad item adjacent to the first syndicated content information item in the syndicated feed channel-in the syndicated format; and

forward provide the syndicated feed channel including the first syndicated content information item and the first targeted ad item.

73. (Currently Amended) The system of claim 72, wherein the syndicated feed
channel format is configured to lists at least one item having a title, a link, and a description
corresponding to a channel.

74. (Currently Amended) The system of claim 72, wherein the syndicated feed
channel format is one of an RSS feed and an Atom feed.

75. (Currently Amended) The system of claim 72, wherein the at least one processor
system is further configured to insert the first targeted ad item adjacent to the first syndicated
content information item by inserting the first targeted ad item immediately following the first
syndicated content information item.

76. (Currently Amended) The system of claim 72, wherein the at least one processor
system is further configured to insert the first targeted ad item adjacent to the first syndicated
content information item by inserting the first targeted ad item immediately preceding the first
syndicated content information item.

77. (New) A system, comprising:
at least one datastore storing syndicated content information for syndicated feeds
and advertisements for the syndicated feeds;
a targeted ad server coupled to the at least one datastore, the targeted ad server
including at least one processor configured to select advertisements from the at least one
datastore, the selected advertisements being selected for the syndicated feeds based on targeting
information;

a syndicated content provider coupled to the at least one datastore and the targeted ad server, the syndicated content provider including at least one processor configured to generate a requested syndicated feed based on syndicated content information received from the at least one datastore and the selected advertisements, the requested syndicated feed being a feed provided in response to a request for syndicated content.

78. (New) The system of claim 77, wherein the syndicated feed includes, as syndicated feed items, the syndicated content information received from the at least one datastore and the selected advertisements.